

## May SELECT/Base WINSTON Collector's Pack

### I. Objectives/Strategy

This promotion is designed to leverage our equity in WINSTON Cup racing against motorsports fans across the country. The collector's pack will feature five different/ exciting Cup racing scene visuals on two styles of WINSTON - FF 85, Lt 85 and three styles of SELECT - FF 85, Lt 85, FF 83 Bx. All five styles will include the "WINSTON Cup 25th Anniversary" logo.

Product will be packed in full carton collector's series graphics for your carton outlets to display. Each collector's pack contains a self-liquidating limited edition WINSTON Cup 25th anniversary stein and commemorative trading card set and holder offer.

### II. Promotion Details

National Emphasis Month:	May
SIS Dates:	4/3/95 - 6/30/95
Poqet/H-H Reporting:	BASE/SEL COLL PK (Report # Offers) BASE/SEL PK DPLY Rate: \$3.00
Display Size/Load:	50 Packs
Recommended Displays:	#478220 Counter Race Car Replica #373142 Counter Floor Base
POS Support:	#486611 - Includes DBRC, 24" Package Merchandiser Card, Pricing Wobbler (25 of each per SKU)

# **ROU Workplan Logistics - Full-Price**

## Offer

	April SELECT 2-Pk Lighter	*May SELECT/ Base WINSTON Collector's Pack	June CAMEL 3-Pk Tank Top
Promotion #:	500045	500302 <i>1229 - NO</i>	500157
Allocations Available for Viewing:	2/7/95	2/7/95	2/7/95
Value-Added Transfer Deadline:	2/20/95	N/A	4/3/95
First Order Date:	3/6/95	3/27/95	4/17/95
First Delivery Date to Direct Accounts	N/A	4/17/95	N/A
DTS:	4/3/95	5/1/95	5/29/95
<u>POS Support</u>			
Item #:	474863	486611	479852
Includes:	- DBRC - PDRC - 24" PMC - Generic Pricing Wobbler	- DBRC - 24" PMC - Wobbler	- DBRC - PDRC - 24" PMC - Generic Pricing Wobbler
Available for Order:	3/6/95	4/1/95	4/17/95
SKU Packing:	20 Offers	25 Each Piece	20 Offers
<u>Recommended Displays</u>	#417617 (Counter) #469562 (Stair Step Dump Bin)	#478220 (Counter - Allocated) #373142 (Carton Floorbase)	#417617 (Counter) #469562 (Stair Step Dump Bin)

\* UPC product information is available in BPE, Function C-40 for all offers.

**SALES LEVEL:**

**NEXT FUNCTION:**

PROGRAM CONTACT: STEVEN O'LEARY-3466

ALLOCATIONS AVAILABLE

PROMOTION NO: 500302

DTS	SMS	PPA	VAP
505	02/07/95	02/07/95	

DESC: WIN/SEL SME COMMEMORATIVE PACK

**DTS DATE: 05/01/95**

UPC PROMOTION CODE: -

VALUE ADDED SHIPPER:

DTOPS PROMOTION NO: 500302

**COMMENTS:**

COLLECTOR'S PK WILL FEATURE 5 DIFFERENT CUP RACING SCENE VISUAL ON  
WIN. FF85, LT 85 & SEL. FF85, LT85, & FF83 BOX. PF6 FOR POS ITEM WHICH  
INCL. DBRCD., 24"PMCD, PRICING WOBBLER. PF7 FOR PRODUCT CODES.

1ST ORDER DATE: 3/27/95 1ST DEL. DIRECT ACCTS.-4/17/95

RECCOM. DISPLAYS-478220 COUNTER #373142 CTN. FLOOR BASE.

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---

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Help  Quit  Retrn  SMS  PROD  DISP  Main

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SPEC40N2

BXGXF PRODUCT CODE DISPLAY

02/13/95 10:15:24.7

NEXT FUNCTION: \_\_\_\_\_

PGM-ITEM: 500302020701

OFFER-CODE:

DESC:

UPC PREMIUM CODE

DESCRIPTION

21576  
21577  
21578  
21580  
21579W85, DOM 6M WINSTON CUP COLL PK/PK O  
WL85, DOM 6M WINSTON CUP COLL PK/PK  
WSELF85, DOM 6M WINSTON CUP COLL PK  
WSELF83, DOM 6M WINSTON CUP COLL  
WSELLT85, DOM 6M WINSTON CUP COLL PK

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
Help Quit Retrn SMS PROD DISP Main

*Winston Collector's Pack*

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